



# Business Gateway



## **Content Management Highlights and Activities**

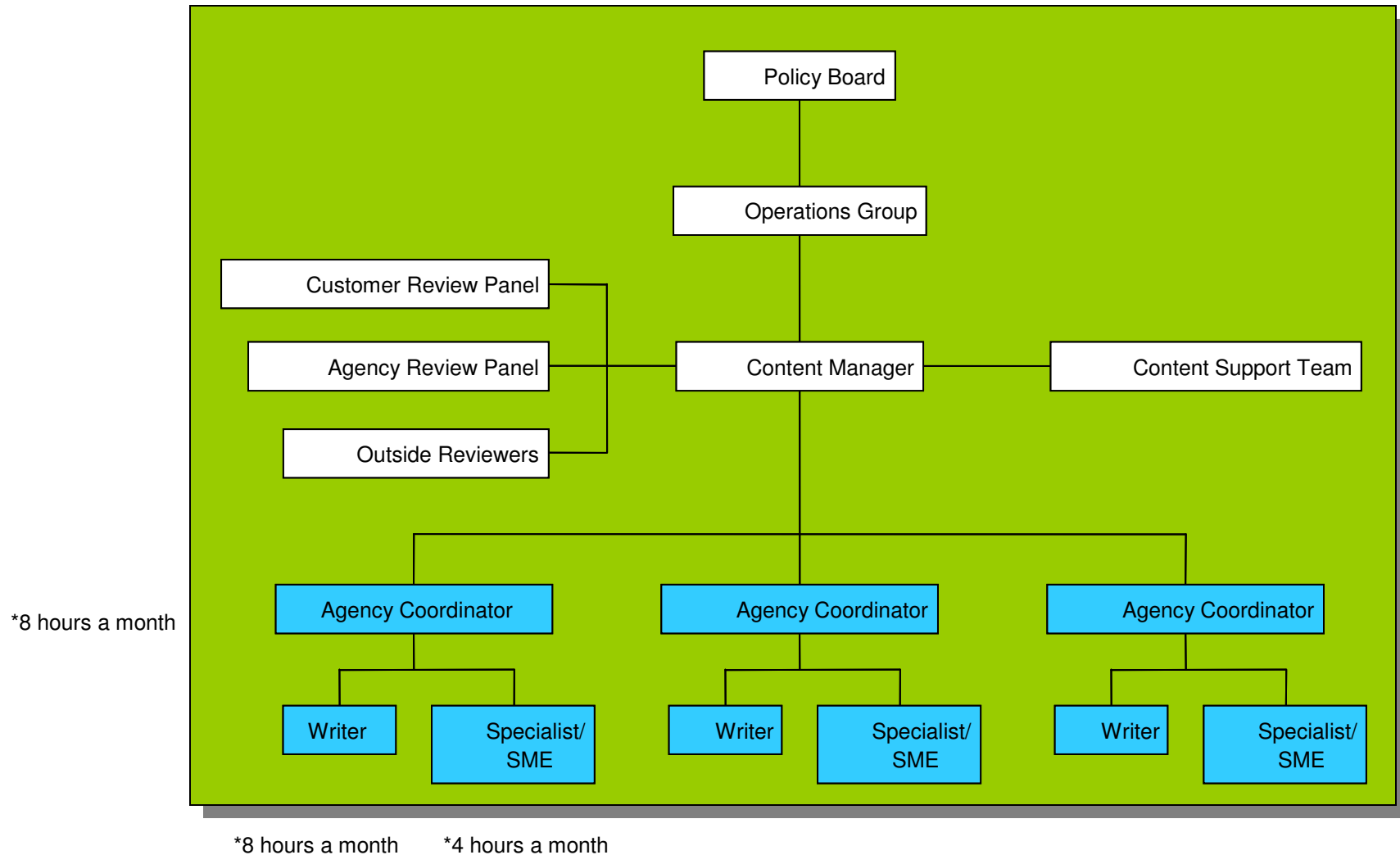
---

# CM Working Group Meeting Outcome



- Agency input and support for the Content Management Process
  - Identified Resources
  - Documented Agency Concerns
  - Discussed Agency Requirements Session
-

# Structure Showing Roles and Relationships



\*Monthly Time Requirements per resource

# Governance Structure



## Centralized Attributes

- Consistency and integrity via information architecture:
  - file naming and organizational structure
  - navigation and first tier content pages
  - taxonomy and controlled vocabulary “metadata”
  - production, staging, and server control
- Presentation standards
- Templates
- Process centralized around the CM
  - primary task is to follow the process

## Decentralized Attributes

- Information input and content production and maintenance
- Second tier and subsequent pages
- May be part of Agency-specific centralized process as a normal part of its activities with the business community. Updating Agency-specific content should be managed with the Portal’s mission in mind.
- Agencies have ability to develop their own content while sharing the website platform
- Content owners can locally develop content and determine where it appears on appropriate pages



# Time Requirements – Content Management Resources



## Daily

- Short meeting to determine status of new and developing content.
- Publish to the test server and, after review, to the public website.
- Produce and review a report on broken links, and correct those broken links.
- Review and take action on any expired or otherwise noted links or content.

## Weekly

- Meet with Agency Coordinators to identify, discuss, and agree upon new content to add or current content to modify.
- Review and report on the status of tasks.
- Receive, review, and act on user comments and other feedback.
- Meet with the Content Support Team to determine availability of resources, and discuss and, preferably, resolve any issues (or refer to the Operations Group).

## Monthly

- Consult with Agency Coordinators to determine broader, less immediate concerns with respect to content and/or navigation.
  - Provide a report to the SBA CIO that gives the current status of the website, a summary of modifications since the last report, and identifies any known or anticipated trends and/or problems that may need to be attended to in the future.
-

# FY05 Planning Activities



## Portal/ Content Management: Planning

- **Realign Site and Update Content**
  - Develop Market Research Methodology
  - Gather and Analyze Market Research Data
  - **Develop requirements \* (6hrs)**
  - Realign Site/Integrate with related sites
- **Develop Content Management Approach**
  - **Train Agencies on CMS \*(2hrs)**
  - **Define cross agency functional, business, and technical requirements \*(8hrs)**
  - Document acquisition strategy

| Q1 | Q2 | Q3 | Q4 |
|----|----|----|----|
|    | →  |    |    |
|    | →  |    |    |
|    |    | →  |    |
|    |    | →  |    |
|    |    | →  |    |
|    |    | →  |    |
|    |    | →  |    |

\* Time Requirements for Agency Resource per Task

# Next Steps



- Determine best approach to gain Governance Board Approval
  - Implement governance process
  - Train agencies on content management system
  - Enhance Website
  - Gather Functional Requirements for CMS
-